



2012 Statewide Performance Indicators

Economic Indicators	2009	2010	2011	2012	% Change 2011-2012
Total Tourism Spending	\$6,232,000,000	\$6,525,000,000	\$6,869,000,000	-	-
Total Direct Tourism-Related Tax Revenues	\$806,099,765	\$841,768,323	\$890,451,418	-	-
State Tax Revenues	\$480,000,000	\$501,000,000	\$528,179,494	-	-
Local Tax Revenues	\$327,000,000	\$341,000,000	\$362,271,924	-	-
Total Tourism Related Employment	120,216	122,839	124,059	-	-
Direct Tourism Employment	80,040	81,907	82,584	-	-
Indirect & Induced Tourism Employment	40,176	40,932	41,475	-	-
Tax Indicators	2009	2010	2011	2012	% Change 2011-2012
Transient Room Tax	\$28,570,035	\$31,038,780	\$33,578,386	\$37,110,033	10.5%
Restaurant Tax	\$32,060,724	\$33,076,457	\$34,815,596	\$37,683,142	8.2%
Resort Community Tax	\$11,135,432	\$12,022,074	\$13,130,416	\$13,974,765	6.4%
Total Gross Taxable Sales (GTS)	\$44,409,394,852	\$41,527,956,595	\$44,298,172,825	-	-
Total Tourism-Related GTS	\$6,232,000,000	\$6,525,000,000	\$6,869,000,000	-	-
Eating & Drinking GTS	\$3,137,382,768	\$3,040,941,922	\$3,261,590,729	-	-
Hotels & Lodging GTS	\$982,073,147	\$994,403,136	\$1,151,353,302	-	-
Volume Indicators	2009	2010	2011	2012	% Change 2011-2012
Total Visitors	19,400,000	20,200,000	22,009,324	-	-
Salt Lake International Airport	20,432,218	21,016,686	20,389,474	20,096,549	-1.4%
National Park Visitors	6,002,104	6,072,900	6,304,838	6,554,057	4.0%
National Monument & Rec. Area Visitors	4,873,800	4,928,359	5,059,609	5,114,816	1.1%
State Park Visitors	4,820,930	4,842,891	4,803,876	5,093,740	6.0%
Utah Welcome Center Visitors	428,319	447,439	413,196	440,290	6.6%
Total Skier Visitors	3,972,984	4,223,064	3,802,536	-	-
Statewide Hotel Occupancy Rate	57.0%	59.7%	62.7%	65.1%	3.8%

* Performance Indicators provided by GOPB, Tax Commission, National Parks Statistics, State Parks, Ski Utah, Rocky Mountain Lodging Report, D.K. Shifflett & Associates, Ltd.